



To the Licensee:

Posting signs at your licensed establishment makes good business sense. Signs can:

- Make your customers and employees aware of your policies or the law;
- Prevent a surprised or angry customer;
- Support what your employees tell your customers;
- Show you are a responsible member of the community; and
- Help you comply with State and local laws.

The following sign requirements may apply to you as a retail licensee. Licensees who fail to post required signs may receive a fine, suspension, or in repeated cases, revocation of their alcoholic beverage license. The Department of Alcoholic Beverage Control (ABC) does not furnish or sell signs to licensees. Sources for signs are listed where known.

| Subject | Applies To | Sign Requirement | Source |
|--|---|---|----------------------------------|
| Customer Warning | <i>Type 20 and 21 licensees</i> | You must post a sign in your store that warns customers about certain laws and penalties relating to the sale of alcoholic beverages to, or the purchase of alcoholic beverages by, any person under the age of 21 years. There is no minimum size requirement for the sign. The sign must be placed at an entrance or at a point of sale in your store, or in any other location in your store that is visible to your customers and employees (Illustration #16). (Section 25658.4 Business & Professions Code) | Make your own or have it made. |
| Excess Signs on Windows and Doors | <i>Type 20 and 21 licensees</i> | No more than 33% of the square footage of the windows and clear doors may have advertising or signs of any sort. Signage shall be placed so that law enforcement personnel have a clear and unobstructed view of the interior of the store from the outside. This includes areas where the cash register is located. (Section 25612.5(c)(7) Business & Professions Code) | |
| Loitering and Open Containers | <i>Type 20, 21, 42, 48 and 61 licensees</i> | Upon written notice from ABC, you must post signs to discourage loitering and open alcoholic beverage containers. ABC will issue the written notice when there is substantial evidence of loitering or drinking in public adjacent to the premises. The signs must be prominent, permanent and clearly visible. Generally, the signs should be 24" in length and 14" in width with the print of sufficient size to make them clearly readable. The placement should be reasonable based upon the physical layout of the premises (Illustrations #12 and #13). (Section 25612.5 (c)(1)(2) Business & Professions Code) | Make your own or have them made. |

| Subject | Applies To | Sign Requirement | Source |
|--|---|---|---|
| No Person Under 21 Allowed | <i>Type 42, 48 and 61 licensees</i> | You must maintain a sign reading, "No Person Under 21 Allowed" at or near each public entrance. The sign must be visible from the exterior. In addition, a sign of like size and content must be posted at a prominent place inside the licensed premises. These signs must be at least 7" x 11" and have lettering at least 1" in height (Illustration #14). (Rule 107, California Code of Regulations) | Make your own or have them made. |
| Offensive Signs | <i>All licensees</i> | Signs may not be gaudy, blatant, or offensive, and must not obstruct the view of the interior of the premises from the street. (Section 25612 Business and Professions Code) | |
| ABC License Suspension | <i>Any licensee whose license has been suspended by order of the Department</i> | Every licensee whose license has been suspended by order of ABC must post two notices in conspicuous places, one on the exterior and one on the interior, for the duration of the suspension. The notices are 24" x 14." The licensee may not advertise or post signs to the effect that the premises have been closed or business suspended for any reason other than by order of ABC. (Rule 108, California Code of Regulations) | ABC will furnish and post these signs. |
| Signs Furnished by Suppliers for use by Retailers | <i>All licensees</i> | <p>Alcoholic beverage suppliers may give signs advertising their products to retail accounts for interior display. Signs advertising wine or distilled spirits given to on-sale premises cannot exceed 630 square inches in size.</p> <p>In general, permitted interior signs may have no secondary or utilitarian value. Permitted signage may not be personalized or customized for any retail account. Suppliers may not pay money or furnish anything of value to anyone for the privilege of placing signage in a retail licensed business.</p> <p>Exterior signs are not authorized and may not be furnished without charge to retail licensees. (Rule 106, California Code of Regulations)</p> | |
| Cancer/Pregnancy Warning | <i>All retail licensees, including special event licensees</i> | You must post warning signs regarding cancer risk and birth defects. The law is very specific as to sign size, font size, and placement. (Illustration #15). (Section 12601(b)(1)(D)(1) and 12601(b)(4)(E) California Code of Regulations) | Your local alcoholic beverage distributor or Sign Management Company (800) 421-3003 |
| Tobacco | <i>Any licensee who sells tobacco products</i> | You must (1) Keep a copy of Penal Code Section 308 conspicuously posted; and (2) Post a warning sign at each point of sale and on each vending machine, stating that selling tobacco products to minors is illegal and subject to penalties. Warning signs must include a toll-free number (1-800-5-ASK-4-ID) that customers may use to report observed tobacco sales to youth under the age of 18. (Sections 22950-22960 Business and Professions Code) | (1) Request form LL-34 from Secretary of State, Limited Partnership Division, (916) 653-3365. (2) Department of Health Services, Tobacco Control Section, (916) 327-5425. |

| Subject | Applies To | Sign Requirement | Source |
|----------------|----------------------|--|-------------------------------|
| Smoking | <i>All licensees</i> | Post clear and prominent signs, as follows: (1) Where smoking is prohibited throughout the building or structure, a sign stating "No smoking" shall be posted at each entrance to the building or structure. (2) Where smoking is permitted in designated areas of the building or structure, a sign stating "Smoking is prohibited except in designated areas" shall be posted at each entrance to the building or structure. (Section 6404.5, California Labor Code) | Your local Health Department. |

Other Requirements

The following agencies and local cities and counties may also have sign requirements.

- U.S. Equal Employment Commission, San Francisco District Office, 901 Market Street, 5th Floor, San Francisco, CA 94103, (800) 669-4000.
- U.S. Department of Labor, Occupational Safety and Health Administration, 71 Stevenson St., Suite 415, San Francisco, CA 94105, (415) 703-4981.
- California Fair Employment and Housing Department, 1201 "I" St., Suite 214, Sacramento, CA 95814, (916) 445-9918, or 30 Van Ness Ave., 3rd Floor, San Francisco, CA 94102, (415) 557-2005.
- Industrial Welfare Commission, Division of Labor Standards Enforcement, P.O. Box 603, San Francisco, CA 94101, (415)703-3820.
- Department of Industrial Relations, Division of Occupational Safety and Health, 525 Golden Gate Ave., San Francisco, CA 94102, (415) 703-4981.
- Employment Development Department, 805 R St., Sacramento, CA 95814, (916) 322-2835.
- Department of Conservation, Division of Recycling, 801 K St., 15-52, Sacramento, CA 95814, (800) 642-5669.

Illustrations

This establishment does not permit illegal drug activity on its premises. Periodic inspection of this restroom to detect such activity is a part of our commitment to a healthy and safe environment.

Violators Will Be
Reported and
Prosecuted

Illustration #1

Under Age?

Don't Ask
Us to Sell
You
Alcohol!

Illustration #2

State Law

We Cannot Serve Someone
Who Looks or Acts Drunk
(even if not driving)

Illustration #3

No Fighting

Problem Customers
Will Be Asked to Leave.

Illustration #4

State Law

It Is Illegal to
Sell Alcohol
to Anyone
under the Age
of 21

Illustration #5

Notice

It Is Against State Law
and Our Policy to Serve
Alcoholic Beverages
to Anyone under 21
Years of Age.

Signed: The Management

Illustration #6

True
Friends
Make Sure
That
People
Nearest and
Dearest
to
Them Do
Not
Drink and
Drive

Illustration #7

We Reserve
the Right
to Refuse
Service to
Anyone Who
Is Hostile,
Aggressive,
Obnoxious
or Drunk

Illustration #8

WARNING: Absolutely No Illicit Drug
Activity Is Permitted on These Premises!
Any Person or Persons Caught Using
or Selling Narcotics or Dangerous Drugs
Will Be Prosecuted.

Illustration #9

For Our Guests:

We Do Not Believe in
“One For The Road”
Why?
Because We Care

Illustration #10

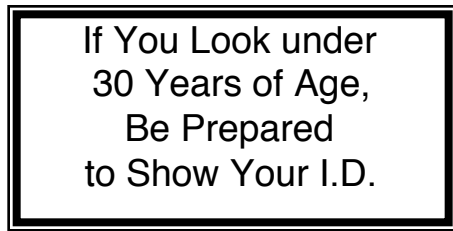


Illustration #11

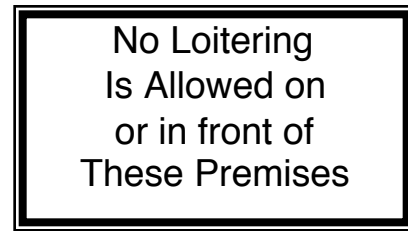


Illustration #12

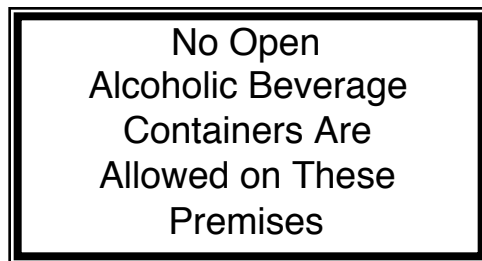


Illustration #13

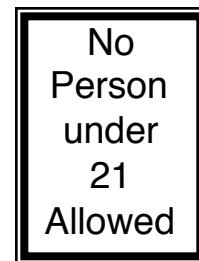


Illustration #14



Illustration #15

NOTICE TO CUSTOMERS

Pursuant to Section 25658.4 Business and Professions Code

This store will not sell alcoholic beverages in violation of the California Alcoholic Beverage Control Act.

We will refuse to sell an alcoholic beverage to any customer if we reasonably suspect that: (1) The customer is under the age of 21 years; (2) The customer looks or acts intoxicated; (3) The request to buy an alcoholic beverage is made between the hours of 2:00 a.m. and 6:00 a.m. on any day or in violation of legally required shorter hours of sale; (4) The customer intends to drink the alcoholic beverage in this store or on adjacent property immediately outside this store; or (5) Any other violation of the California Alcoholic Beverage Control Act will occur as a result of the sale.

FINES AND PENALTIES

for the Sale or Furnishing of Alcoholic Beverages to, or the Purchase of Alcoholic Beverages by, Persons Under Age 21

For the Person Under Age 21 Who Tries to Purchase Alcohol

Up to \$100 fine and/or 24-32 hours of community service; second offense, up to a \$250 fine and/or 36-48 hours of community service (and a one-year suspension or delay of the person's driver's license).

For the Person Under Age 21 Who Purchases Alcohol

A \$250 fine and/or 24-32 hours of community service; second offense, up to a \$500 fine and/or 36-48 hours of community service (and a one-year suspension or delay of the purchaser's driver's license).

For the Person Who Furnishes Alcohol or Causes Alcohol to be Furnished to a Person Under Age 21

A \$1,000 fine and at least 24 hours of community service (and a one-year suspension or delay of the furnisher's driver's license if the furnisher is under age 21). If great bodily injury or death occurs, the penalty is 6-12 months county jail and/or a \$1,000 fine.

For the Person Who Sells Alcohol to a Person Under Age 21

A \$250 fine and/or 24-32 hours of community service; second offense, up to a \$500 fine and/or 36-48 hours of community service (and a one-year suspension or delay of the seller's driver's license if the seller is under age 21).

*In addition, the Department of Alcoholic Beverage Control (ABC)
will file charges to suspend or revoke this store's license to sell alcoholic
beverages.*

--TheManagement